

INTERNET



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Carl Malamud  
*Executive Producer*

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January 21, 1994

Mr. Larry Williams  
National Telecommunications and Information Administration  
14th and Constitution Avenue, North West  
Washington, D.C.

Dear Larry:

This letter will serve to confirm our participation in the Government Internet Demonstration to take place at 9:30 AM on February 23 in the ballroom of the National Press Club. We have Mr. Irving and Congressman Markey scheduled to make remarks and I will be conducting the demonstration. Mr. Gage may be joining me.

Per our conversations, NTIA will handle the registration process. We can fit up to 400 people in the ballroom, though I would suggest that we keep bookings at about the 350 level until just before the event in case of last-minute VIP registration. We'd be happy to keep a mailbox ([demo@town.hall.org](mailto:demo@town.hall.org)) for e-mail registration, but I'd also recommend that we have a phone number for those without network access.

Announcement of the event can take place as soon as we've determined the registration process. There are several places that announcements can be made, including the Federal Page of the Washington Post, various agency public affairs officers, and (of course) on the network. My hope is that the event sells out very quickly, and I don't anticipate any problems if the announcement is properly done. I'd recommend that you overbook the event by approximately 10% to count for noshows. Probably the easiest thing to do is to announce that we require registration, but then not check names at the door.

We have rented ten 27" monitors and two 31" monitors. We will use a PC to do the demonstration, distributing the information on the computer screen out to the twelve monitors scattered throughout the audience. We will prepare 500 packets of information which will be produced on a Xerox DocuTech and will furnish at least 50 copies of Ed Krol's Whole Internet Guide as a promotional giveaway. Microphones will be available on the stage area and throughout the audience.

I've scripted the event as follows. Congressman Markey can open up at 9:30 AM with a few words of introduction, then turn the podium over to Mr. Irving who can discuss briefly the importance of the national information infrastructure to such efforts as the National Performance Review. We can then turn it over to me for a 30 minute demonstration, followed by a question and answer period.

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SUITE 1155 • THE NATIONAL PRESS BUILDING • WASHINGTON, D.C. 20045  
TEL: (202) 628-2044 • FAX: (202) 628-2042 • EMAIL: [Carl@Radio.COM](mailto:Carl@Radio.COM)

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The demonstration will consist of the gamut of technologies, starting with the very simple electronic mail and moving onwards towards FTP, Gopher, Mosaic, and the MBONE. At each stage we will try to go for real data and then show how that tool might be used by agency employees. We will finish with a list of "5 things you can do today to use the Internet as an effective tool in your job."

I hope these arrangements are satisfactory and look forward to a successful event.

Sincerely,

A handwritten signature in dark ink, appearing to read "Carl Malamud". The signature is fluid and cursive, written over a light background.

Carl Malamud

cc: Colin Crowell, House Telecommunications Subcommittee